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Finch And Welch Say Forces At Work Trying To Destroy Tobacco Industry

Warehouse Association Is Urged To Marshal For Counterattacks

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French Lick, Ind., June 10.—Two speakers at the Burley Auction Warehouse Association's 17th annual convention here Monday blasted "antitobacco" forces at work trying to destroy the tobacco industry and both called for a marshaling of forces to fight it.

Edwin P. Finch, executive vice-president of Brown & Williamson Tobacco Corporation, Louisville, said antitobacco activities have been revived in recent years and the attacks are based on the health issue.

Finch, slated to become president of the cigarette-making company early in 1964, declared:

"We know of organized efforts throughout the nation to campaign vigorously against the use of tobacco. These efforts are intensifying and we may find matters coming to a head in the next few months."

Report Expected

He referred to a report expected from the surgeon general of the United States on the effects of cigarette smoking and the final results of legislation now before Congress which would affect labeling and advertising of cigarettes.

"For years tobacco has been a target of the tax collector. Each year State legislatures see fit to pile on more taxes on the assumption that the cigarette smoker is a goose who will not squawk," Finch said. "Unfortunately, all too often, the goose has proved them correct."

'3 Distinct Threats'

Finch said the one ultimate goal of all these efforts is "to destroy the tobacco industry," and he called for all segments of the industry to unite to fight it.

Dr. Frank J. Welch, execu-

tive vice-president of the Tobacco Institute, Washington, said there are three distinct threats to the industry on the national level.

One is a bill that would require labeling the active tars and nicotine content of each package. In testimony before Congress 13 laboratories were unable to agree on how this would be done, he said.

The other two bills would restrict the advertising, sale, and distribution of cigarettes by placing regulation of the industry under the Pure Food and Drug Administration.

Welch said he remembered the "cranberry scare" several years ago, and said Agriculture Department scientists then said a person would have had to eat 2 tons of cranberries to have been affected by the chemical sprayed on them. Yet the fear was there and the publicity harmful to the industry, he continued.

Points To Questions

Welch, a former dean of the University of Kentucky College of Agriculture and former assistant secretary of agriculture, said before the use of tobacco is condemned as a health menace certain questions need to be answered:

1. Why after years of research does the case against smoking still rest largely on statistics without clinical and laboratory verification?

2. Why have years of experimentation consistently failed to produce lung cancer in animals by inhalation of tobacco smoke?

3. Why have chemical tests



DR. FRANK J. WELCH

been unable to establish any substance, as found in smoke, that accounts for lung cancer?

4. Why is the lung-cancer death rate in the British Isles about twice as high as in the United States even though per capita cigarette smoking is much higher here?

5. Why is there a sharp variation in lung-cancer rates from city to city and country to country irrespective of smoking patterns?

6. Why doesn't the disease strike a higher proportion of women, since they have been smoking more and more in the past 30 years? About 30 years ago there were three male deaths from lung cancer for every female death, but today the ratio is six men to every woman.

To Be Challenged

Welch said the industry will be challenged with proposed restrictive legislation in 19 State legislatures next year and called for an organized effort in every state, including all segments of the tobacco industry, to combat it.

Members Monday passed a resolution calling on the University of Kentucky and the University of Tennessee ex-

periment stations to set up committees to evaluate new varieties of tobacco and allow manufacturers to test the tobaccos for smoking qualities before the seed is released to growers.

Albert G. Clay, Mount Sterling, Ky., president of the association, cautioned growers that unless flue-cured and burley quality improves we might see another disagreeable market season with a bigger percentage of tobacco going under Government loan.

He said because of new cultural practices and increased yields per acre, burley quality has been affected and this could result in the loss of the U. S. share of the world's export market.

Directors Elected

Elected at Monday's meeting were:

Paul Little, and W. H. Buckles, Lexington, Ky., directors of District 1, and Fred Wachs, Jr., and J. D. Marshall, both of Lexington, alternates; W. G. Wigglesworth, Jr., Cynthia, Ky., and W. O. Newel, Somerset, Ky., directors in District 2, and J. H. Graves, Winchester, Ky., and Ansel R. Herndon, Danville, Ky., alternates; Sam Houtchens, Bloomfield, Ky., and A. K. Palmore, Horse Cave, Ky., directors in District 3, and Phil B. Wells, Glasgow, Ky., and J. W. Murray, Russellville, Ky., alternates.

Walter Souseley, Flemingsburg, Ky., and Mack Walters, Shelbyville, Ky., directors in District 4, and Earl Gardner, Tipton, Ohio, and Paul Carraco, Carrollton, Ky., alternates; Lawrence H. Russell, Tazwell, Tenn., and Ben D. Russell, Greeneville, Tenn., directors in District 5, and Barney A. Tucker, London, Ky., and E. H. Valentine, London, alternates; R. L. Trogdon, Springfield, Tenn., director in District 6, and C. Ray Ward, Sparta, Tenn., alternate; Par Bernard, Abingdon, Va., director in District 7, and Boyce Morrow, Madison, Ind., and Roscoe Coleman, Tabor City, N. C., alternates.

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